

# Transactions

## SUMMER 2010

TRANSPORTATION NEWS

FOR THE NINE-COUNTY

SAN FRANCISCO BAY AREA



## Innovations

### “One Bay Area” Initiative Unites Region for Sustainability

If you care about sustainability, you'll want to bookmark <OneBayArea.org>, a new website dedicated to fostering a more livable, climate-friendly region. The website is the public interface for a multilayered effort — involving city, county and regional jurisdictions — to encourage compact, transit-oriented development.

MTC is spearheading the One Bay Area initiative together with three partner agencies: the Association of Bay Area Governments, the Bay Area Air Quality Management District, and the Bay Conservation and Development Commission. The One Bay Area campaign was unveiled at an Earth Day Summit in Oakland this past spring, and it has been gaining momentum and traction ever since.



Driving the ambitious effort is Senate Bill 375, landmark legislation passed by the California Legislature in 2008. The bill calls on California's metro areas to reduce greenhouse-gas emissions from cars and light trucks by curbing sprawl, and doing a better job of synching new housing with transportation investments.

The state Air Resources Board is scheduled to adopt an emission-reduction target for the region this September, at which point the One Bay Area coalition will begin in earnest to develop a Sustainable Communities Strategy to meet that target.

Sign up at <OneBayArea.org> for updates and receive a handsome One Bay Area poster (while supplies last).

### Where to Get Clipper<sup>SM</sup>

Riders can order a free (for a limited time) Clipper card, and add cash value — or a pass for a specific agency — online at <clippercard.com>, by phone (877.878.8883), at select transit agency ticket offices or at more than 200 participating retail locations, including scores of Walgreens stores. An Autoload feature — in which value is automatically added when the cash balance drops below \$10 or a pass expires — is also available. Clipper offers card replacement and balance restoration for customers who register cards that later end up lost, damaged or stolen.



Introduced at the San Francisco Maritime National Historic Park, the Clipper<sup>SM</sup> transit fare card revives the spirit of the speedy clipper ships of the Gold Rush era and the Clipper flying boats of the 1930s.

### MTC Aims to Revolutionize Transit Travel With New Clipper<sup>SM</sup> Card

ALL-IN-ONE, RELOADABLE FARE CARD AVAILABLE FREE OF CHARGE DURING INTRODUCTORY PERIOD

A new way of riding public transit sailed into the San Francisco Bay Area this summer, and it sports a catchy and evocative moniker: Clipper. The card is named for the grand sailing ships that accelerated travel to the West Coast during the Gold Rush era, as well as for the Clipper aircraft that sped travel across the Pacific Ocean in the 1930s. MTC and its transit agency partners are hoping that the Clipper card will similarly revolutionize travel around the nine-county region by bus, train and ferry.

Featuring a stylized pattern of sails — reminiscent of the clipper ships — against a blue background that evokes the sea, Clipper is being marketed as the “all-in-one” transit card. Made of plastic and the size of a credit card, Clipper is embedded with a smart chip that keeps track of passes, ride books and cash value, while recognizing and applying all applicable fares, discounts and transfer rules.

In keeping with the nautical theme, the official Clipper launch took place at the San Francisco Maritime National Historic Park in mid-June. Representatives of

the participating transit agencies were on hand to celebrate the rebranding of the region's universal fare card, formerly called TransLink®.

The new image and marketing push set the stage for a regionwide roll-out of Clipper, and the eventual phase-out of a confusing array of paper tickets and passes. Clipper card holders also can say farewell to the inconvenience of having to carry exact change for single rides.

“Your riders are going to love it,” said Steve Shewmaker, president of Cubic Transportation Systems, at

the kick-off event. “It's convenient, it's green.” Cubic is engineering the Clipper fare-collection system under contract to MTC.

Normally costing \$5, the card is being offered free of charge during the introductory period. Currently, the card can be used to pay fares on San Francisco Muni, BART, AC Transit, Caltrain, Golden Gate Transit and Ferry, and the Dumbarton Express, which together carry more than 80 percent of all Bay Area transit passengers. Later this year, SamTrans and the Santa Clara Valley Transportation Authority are scheduled to begin accepting Clipper — bringing the number of participating systems to eight and the share of riders served to 95 percent.

Already, there are 135,000 active cards in circulation (as of mid-July 2010). As the card continues to penetrate the transit-riding market, MTC expects that transactions will rise from the current 1.7 million a month to upwards of 5 million a month before the year is out.

— John Goodwin & Brenda Kabn



Already, a half-dozen transit systems accept the Clipper card for fare payment.

## In the News

### Summer Brings Toll Hikes For Seismic Safety



Bay Bridge toll plaza just after dawn on July 1, the first day of the new tolls

Traffic flowed smoothly on the San Francisco-Oakland Bay Bridge on July 1, the first day of the span's new variable-toll schedule that calls for the price of crossing to switch four times in 24 hours. Under the congestion-pricing demonstration, drivers crossing on weekdays during peak hours now pay a \$6 toll, while off-peak weekday travelers continue to pay \$4. On the other six state-owned bridges in the Bay Area — and on the Bay Bridge during weekends — the July 1 start of the new fiscal year saw bridge tolls rise from \$4 to \$5. And carpoolers now pay a first-ever toll of \$2.50 on all seven state-owned bridges (while carpool lanes are operating).

MTC's Bay Area Toll Authority instituted the toll hikes to complete the seismic strengthening of the region's toll bridges as well as to offset declining toll revenues and anticipated higher bonding costs for bridge projects.

For more details on the toll schedule, go to <mtc.ca.gov/tolls>.

## Virtual Tools

### Traffic and Transit Info In Your Pocket

If you're heading out the door or already on your way, you can access some of 511.org's most popular features on your smart phone or mobile device. With 511 Mobile, you can plan your public transit trip, check real-time traffic conditions on the live traffic map and get current driving times for the most popular routes in the Bay Area.

Go to <m.511.org> from your mobile device to get started. For helpful tips, go to “Mobile & Apps” tab at the top of the 511.org website.

### New App Tracks Bike Trips

While May's Team Bike Challenge and Bike to Work Day have come and gone, gung-ho cyclists can keep track of their mileage and minutes biked — and compare their stats with those of cyclists around the region — all year long using the new iBikeChallenge app. Register at <youcanbikethere.com/user/register> and then download the free iBikeChallenge iPhone app at the iPhone store and start recording your rides using your phone's GPS. No iPhone? No problem. You can record your trips at <youcanbikethere.com/iBikeChallenge> by clicking on the “Create a Ride” link.

## Calendar

For dates, times and locations of upcoming MTC meetings, visit <mtc.ca.gov/meetings>.



East Span Update

At Long Last, the Suspension Span's Tower Rises From the Bay



Carrying the first four tower segments, the Zhenhua 18 steams past the San Francisco skyline on its way to the staging area at Pier 7 in Oakland.



(Left) A crane transfers the tower shafts to barges for the last leg of their trans-Pacific voyage — to the construction zone adjacent to Yerba Buena Island. The next two photos show the lifting of the first tower segment — a 14-hour operation.



ALL BRIDGE PHOTOS © 2010 BARRIE ROKACH WWW.BARRIEROKACH.COM

The most distinctive feature of the monumental new East Span of the San Francisco-Oakland Bay Bridge is its graceful, tapering tower, which eventually will reach 525 feet into the sky. So excitement was high when the first tier of tower segments sailed

across the Golden Gate in early July after a three-week trans-Pacific journey, and after more than eight years of construction activity on the new bridge. More thrilling still was the operation to tilt the first 1,200-ton steel tower segment to an upright position,

and then to place it on the foundations in the Bay — a delicate and press-worthy event that drew officials from the three agencies building the bridge — Caltrans, MTC's Bay Area Toll Authority and the California Transportation Commission.

The tower is the visual centerpiece of the daring self-anchored suspension span (SAS) that will bridge the gap between the already built East Span Skyway and Yerba Buena Island. This first tier of tower pieces reaches vertically from the water line to

the SAS decks, which have been taking shape since February of this year. Both the tower and the deck sections for the SAS are being fabricated by the Zhenhua Heavy Industry Company, Ltd. in Shanghai. — Brenda Kahn  
[Watch the tower rise at <bata.mtc.ca.gov>](http://bata.mtc.ca.gov).

Project Updates

Federal Stimulus Dollars Fuel Bay Area Transportation Renaissance

Federal stimulus funds are helping to fuel a transportation infrastructure boom in the Bay Area, with three major and long-awaited projects getting under way or starting an important new phase this summer.

An imported drilling machine that can eat through solid rock was the star of an early August groundbreaking ceremony for the tunneling portion of the **Caldecott Fourth Bore Project**. Federal Highway Administrator



Caltrans Director Cindy McKim (left) and Federal Highway Administrator Victor Mendez (right) get ready to rev up the giant Caldecott drill.

Victor Mendez was at the controls along with Caltrans Director Cindy McKim as the mammoth drill revved up for the crowd and began to grind away at the concrete facade of the fourth-bore's eastern portal in Orinda, kicking up a cloud of dust and debris.

"It took the Recovery Act to provide the final piece of funding for this incredible project," Mendez said. It received the nation's second-largest highway grant — \$198 million — under the 2009 American Recovery and Reinvestment Act.

Expected to open in late 2013, the fourth bore will relieve perennial traffic jams along this Highway 24 gateway between Alameda and Contra Costa counties. MTC has directed \$157 million to the \$420-million project, including \$50 million in voter-approved Regional Measure 2 bridge toll moneys.

Just two days after the Caldecott event, MTC and the media

turned their attention to San Francisco, where the Transbay Joint Powers Authority staged a groundbreaking for the **Transbay Transit Center**. The event drew a "Who's Who" of local, state and federal officialdom, with U.S. Secretary of Transportation Ray LaHood making a rare Bay Area appearance. Noting the very healthy turnout for the event on and off the stage, LaHood said, "This is a big deal today in San Francisco, I can tell you that."



Headlining the Transbay Transit Center event were (from right to left) U.S. Secretary of Transportation Ray LaHood, Speaker of the House Nancy Pelosi (D-San Francisco), U.S. Senator Barbara Boxer (D-California) and Congressman George Miller (D-Martinez). [See more photos: <mtc.ca.gov/news/transactions>](http://mtc.ca.gov/news/transactions)

Act provided \$400 million to accelerate construction of an underground station for Caltrain and the future California High-Speed Rail system. MTC also financed erection of the **Transbay Temporary Terminal**, which opened in early August a couple of blocks away from the construction zone.

Federal Highway Administrator Mendez was also on hand for a July ceremony kicking off a key phase of the **Presidio Parkway/Doyle Drive Project**, which will replace San Francisco's aging and seismically unsound approach to the Golden Gate Bridge. This \$116 million segment of the \$1 billion project involves building a tunnel and a temporary bypass. Federal stimulus funding in the amount of \$129 million is helping to accelerate the Doyle Drive project. MTC has contributed \$80 million in bridge tolls to the new roadway, which is slated to open in 2013. — Brenda Kahn

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